



*Better Buildings Residential Network
Peer Exchange Call Series*

*Residential Energy Efficiency and Jobs:
The State of the COVID Recovery*

June 24, 2021

Agenda and Ground Rules

- Agenda Review and Ground Rules
- Opening Poll
- Residential Network Overview and Upcoming Call Schedule
- Featured Speakers
 - **Steve Skodak**, Building Performance Association
 - **Jeanine Otte**, Elevate Energy
 - **Leticia Colon de Mejias**, Energy Efficiency Solutions
- Open Discussion
- Closing Poll and Announcements

Ground Rules:

1. **Sales of services and commercial messages are not appropriate** during Peer Exchange Calls.
2. Calls are a safe place for discussion; **please do not attribute information to individuals** on the call.

The views expressed by speakers are their own, and do not reflect those of the Dept. of Energy.

Better Buildings Residential Network

Join the Network

Member Benefits:

- Recognition in media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- One-on-One brainstorming conversations

Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year, or equivalent.

Upcoming Calls (2nd & 4th Thursdays):

- *7/08: In Hot Water? Residential Efficiency, Affordability & Technology*
- *7/22: Like a Heat Wave: Summer Healthy, Efficient Housing Challenges*

Peer Exchange Call summaries are posted on the Better Buildings [website](#) a few weeks after the call

For more information or to join, for no cost, email bbresidentialnetwork@ee.doe.gov, or go to energy.gov/eere/bbrn & click Join



Steve Skodak
Building Performance Association



**BUILDING
PERFORMANCE**
ASSOCIATION

BUILDING PERFORMANCE ASSOCIATION WORKFORCE DEVELOPMENT INITIATIVE

Update for Better Buildings Residential Network

AGENDA

- Progress on BPA's WF Accelerator Goals
- Overview of BPA Member Survey on WFD Needs Assessment
- Review of BPA Connections and the Training and Careers Hub

Building Performance Association (BPA)



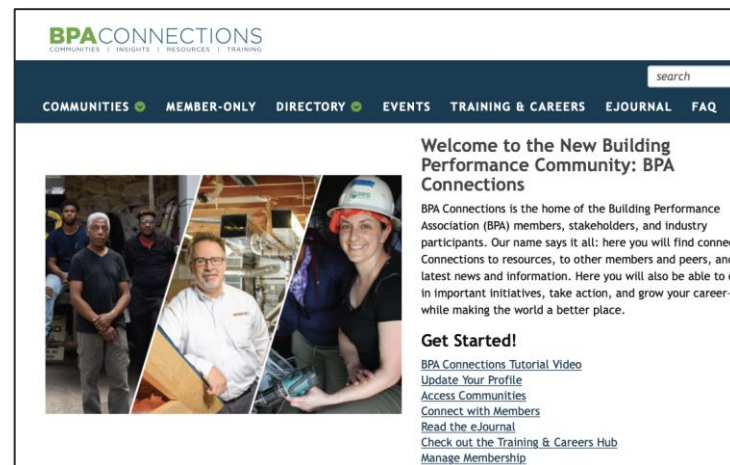
SMART Goals:

- **Conduct needs assessment** of residential retrofit market gaps and barriers
- **Identify and prioritize strategies** to advance accessibility, awareness, and affordability of WF opportunities
- **Develop networking/information exchange** to connect trainees and trainers with high quality, skill level appropriate training content
- **Develop relationships with trainers/education organizations** to embed existing and new high-quality training

Update 3/2021

Milestone Progress:

- ✓ **Training and Careers Hub:** Launched in February 2021 in conjunction with BPA Connections, an online interactive resource for members
- ✓ **WFD Needs Assessment:** Conducted member survey, stakeholder meetings and interviews



ABOUT THE 2020 BPA MEMBER SURVEY

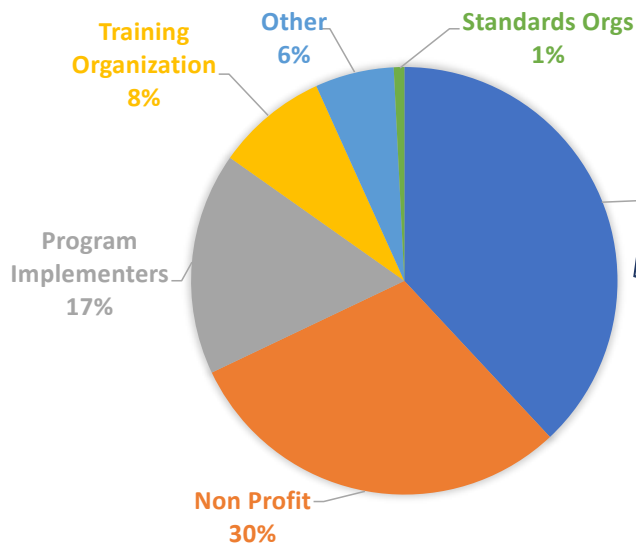


- Issued ~10,000 industry stakeholders, starting Nov. 18th through Dec. 13th
- Promoted via targeted emails, website pop-ups, and other BPA media (newsletter, blogs, presentations, etc.)

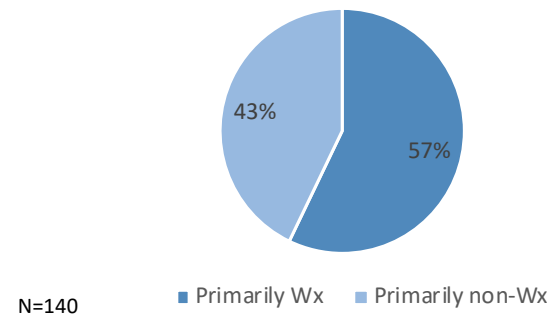
415 Respondents

- 60% Owners
- 32% non-owners

ORGANIZATION TYPES



Home Performance Contractor Types

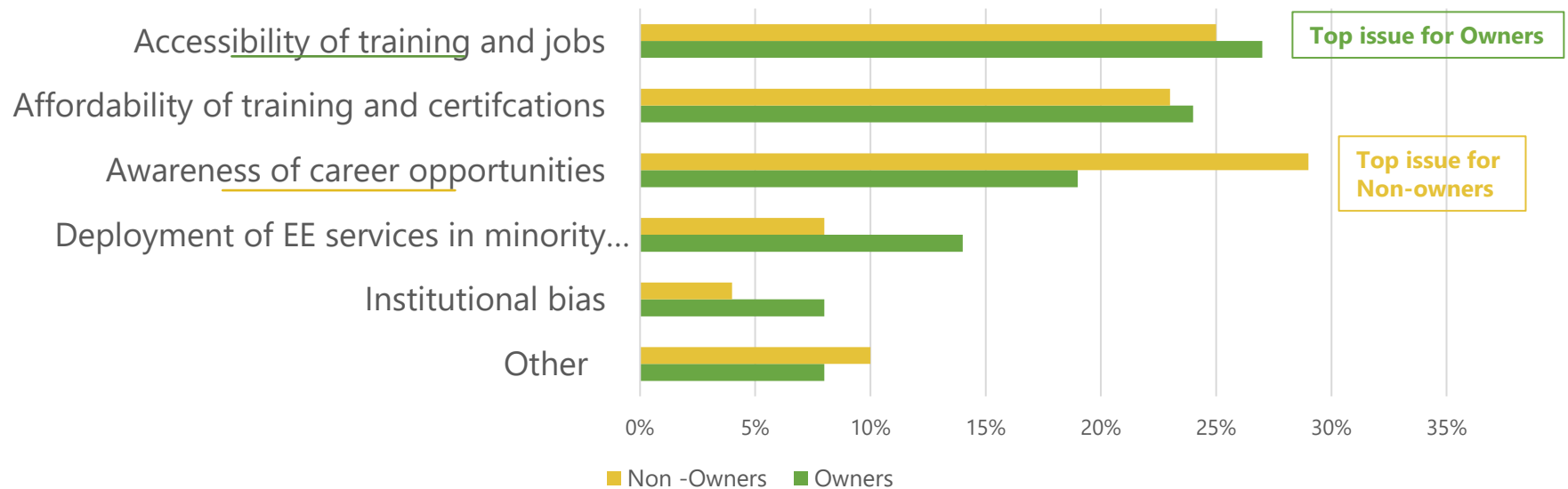


N=415

WHAT ARE OUR BIGGEST CHALLENGES IN GROWING OUR BUILDING PERFORMANCE INDUSTRY?



Industry Growth Challenges



N=347

When hiring, what are the top 2 problems?

#1: Lack of experience and industry knowledge (49%)

#2 (tied): Small applicant pool (33.6%) & Insufficient technical skills (33.6%)

Other issues cited:

- Company is in a rural area with limited job skills
- Economic limitations; not enough business to support full time employees
- Work ethics/some people want an easy job

N=128

Top 2 methods for job searches:

#1: Word of mouth (50%)

#2 Use of job sites like Indeed, Monster, CareerBuilder, etc. (42%)

N=224

NEEDS ASSESSMENT: EMERGING THEMES

Hiring:

- ✓ Difficulty finding candidates
- ✓ High costs to train/onboard
- ✓ Hiring skills

Retention:

- ✓ Wages
- ✓ Organization culture

Training:

- ✓ Technical content difficult to access
- ✓ Need content on business practices
- ✓ Need OJT funding
- ✓ Method of delivery = all of the above

Feeding the Talent Pipeline

- ✓ Cultivating diversity, equity, and inclusion
- ✓ Poor connections between trained individuals and actual jobs
- ✓ Low uptake or entry into field/need to reach high school age or younger

Outreach Interview Targets & Topics

Organization Type	Career Paths	Tech Skills	Training Methods	Hiring	Retention
Contractors/ Installers	•	•	•	•	•
WAP Organizations	•	•	•		
Trainers/ Test Centers	•	•	•	•	•
Educators	•	•	•	•	•
Credentialling/ Standards	•	•	•	•	•
Distributors/M anufacturers	•	•			
State/ Regional	•	•	•		
Implementers/ Aggregators		•	•		
Utilities	•	•			
EE Policy/ non-profits	•	•	•	•	•

BPA TRAINING & CAREERS HUB

BPA CONNECTIONS
COMMUNITIES | RESOURCES | TRAINING

COMMUNITIES | MEMBER-ONLY | DIRECTORY | EVENTS | **TRAINING & CAREERS** | EJOURNAL | FAQ

Training & Careers Hub

Building Performance Workforce Information Exchange
The Training and Careers Hub connects the industry to curated training curricula, training providers, job postings, and career development. Throughout 2021 and beyond, the Association will continue to develop and expand these resources.

BUILDING PERFORMANCE ASSOCIATION'S WORKFORCE DEVELOPMENT INITIATIVE

Timeline: 2020 | January 21 | April 21 | July 21 | 2022

- Training & Careers Hub Launch
- Building Performance Career Map Outreach & Development
- Additional Training Content Added Monthly
- Updated Skills and Jobs Maps Added to Career Center
- Jobs Board: Ongoing Promotion and Employment Opportunity Features

Workflow: Workforce Development (WFD) Needs Assessment → Industry surveys, polling, townhalls, meetings, interviews → Progress Briefing: NHPC 21 Austin → Feedback Analysis, strategic prioritization → Strategic WFD Plan → Act on Strategic Plan

Workforce Development Initiative
Workforce development issues consistently rank as a top concern among BPA's members and industry partners.

[Learn More](#)

[Latest Discussions List](#) [Add](#)

BPA CAREER CENTER
CONNECTING TALENT WITH OPPORTUNITY
[LEARN MORE](#)

BUILDING PERFORMANCE TRAINING LIBRARY
[LEARN MORE](#)

TRAINING & CAREERS DISCUSSION COMMUNITY
[LEARN MORE](#)

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BPA Career Center

Connecting Talent with Opportunity

Keyword or Job Title Location [Search Jobs](#)

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SPEER
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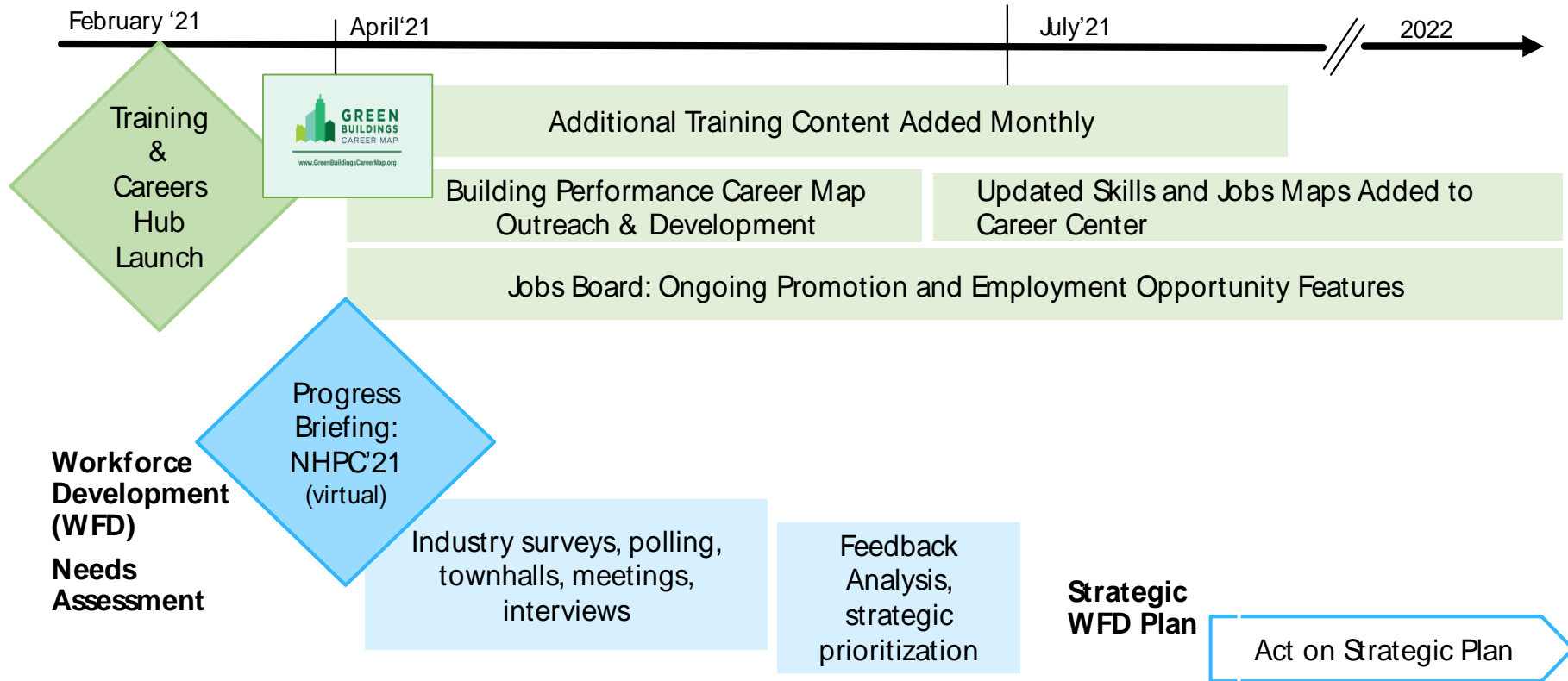
- 40-HOUR NABCEP ADVANCED PV CERTIFICATION TRAINING AND CEUS
- APPLICATION OF AIR-TO-WATER HEAT PUMPS FOR HYDRONIC HEATING & COOLING
- ASHRAE 62.2 VENTILATION FOR SINGLE-FAMILY DWELLINGS
- DEEP ENERGY RETROFITS - SELF STUDY
- ENERGY MODELING IN EQUEST
- MASTERING HYDRONIC SYSTEM DESIGN ONLINE
- PASSIVE HOUSE IN THE REAL WORLD - SELF STUDY
- SOLAR EXECUTIVE MBA TRAINING
- Zero Net Energy Buildings

Latest Discussion Posts [Add](#)

Announcements

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WHAT'S NEXT



Thank you



Steve Skodak

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Jeanine Otte
Elevate Energy

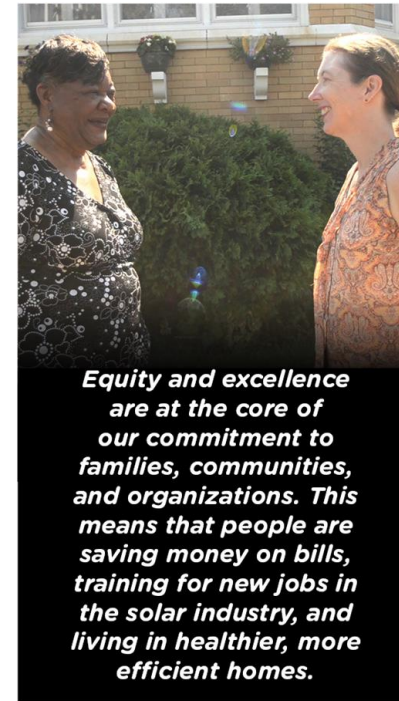
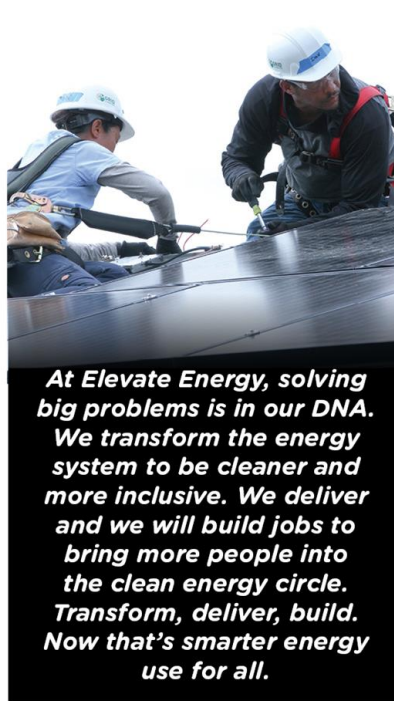


ELEVATE

Residential Energy Efficiency and Jobs: The State of The COVID Economy

Jeanine Otte, Better Buildings Residential Network, 2021

Equity through Climate Action



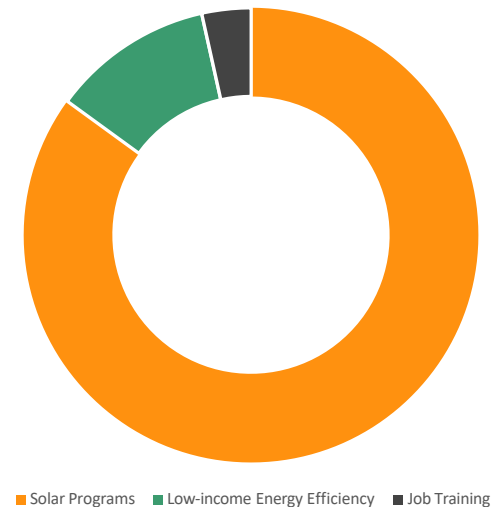
The Challenge for Workforce and Small Business Development

- Energy programming is focused on technologies, program design, and energy savings goals, while workforce development and diversity comes as an afterthought
- Greater representation is needed at various levels in industry
- Access to education and training programs that offer industry recognized credentials that lead to employment with family-sustaining wages
- Holistic, long-term support helps workers and contractors succeed when they enter the home performance industry

Future Energy Jobs Act Job Training Allocation

- Effective July 1, 2017
- 25% renewables by 2025
- Solar programs (\$244M)
- Low-income energy efficiency programs increased (\$33M)
- Job training (\$10M)
- Illinois Solar for All
 - Job training requirements for projects

FEJA Programs Breakdown



Challenges for Diverse Businesses

Find the Job

- Access to industry opportunities
- Navigating utility contract process

Win the Job

- Understanding utility procedures and policies
- Technical training

Complete the Job

- Back-office business support

Existing Business Capacity

Participants described a high level of confidence they have the capacity to actually complete the job, but need significant support finding and winning contracts.

Elevate's Approach

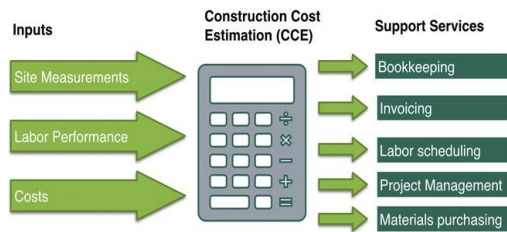
- Create access to opportunities in the clean energy space
- Share knowledge of clean energy space
 - Including understanding of industry + technical training
- Provide ongoing support over time

Partnership Solution

Industry Exposure/Guidance:
Elevate



Back-office support: BSC



Trainings and Software: SOUL



BUSINESS SERVICES
COLLECTIVE



Successful Business in Clean
Energy



- Accessible Pricing
- Improved Performance
- Time for growth
- Quality Control

Community Partners



BUSINESS SERVICES COLLECTIVE



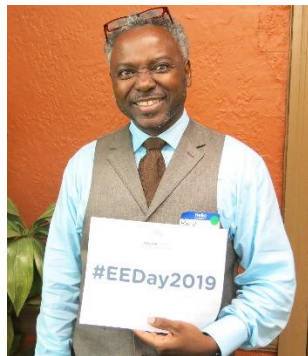
Solar Energy Entrepreneur Story

- Boyfriend Inna Box
Construction/Renewed Sol Company
 - Launched solar: Brought on electrician, acquired certifications for solar
 - Back-office support: Worked with BSC to get accountant and financials in order
 - Relief: Due to financials in place, was able to enroll in Payroll Protection Program

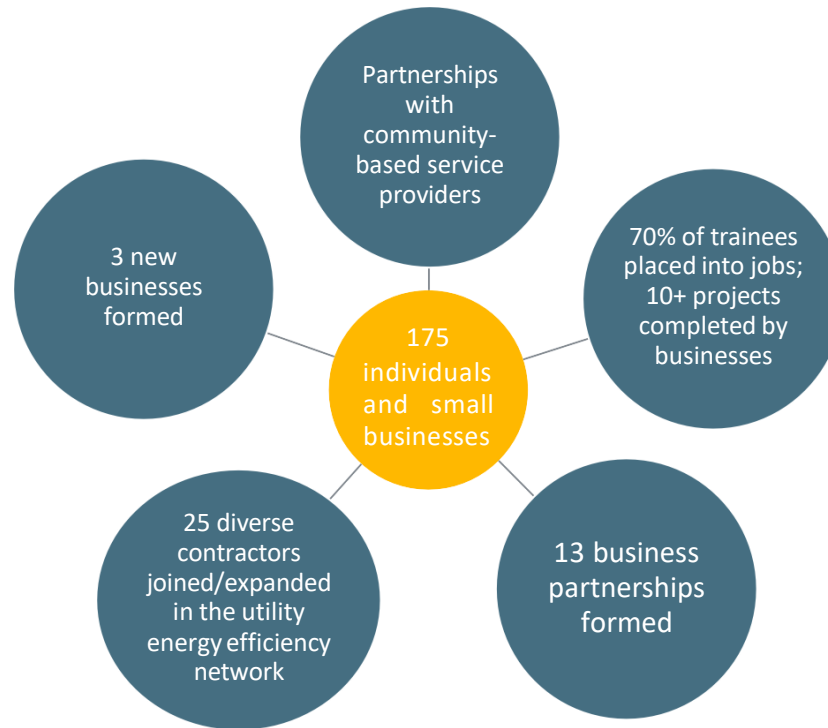


On-Going Support Builds Energy Efficiency Leaders

- Eco Energy: 8 projects, 30,000 avg kwh/project completed since pilot completion
- Graduates are supporting energy efficiency by sharing opportunities in communities typically overlooked



Impact

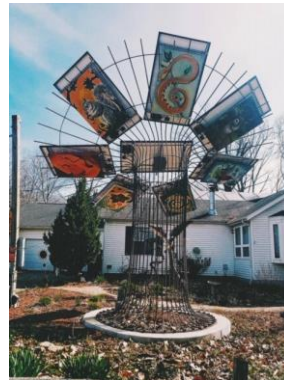


Insights

- Community engagement and trust-building are essential
- Align training with projects and trends
- Provide wrap-around/ongoing support
 - Back-office services such as estimating, project management, bidding, communications
 - Access to capital/relief
 - On-going support/mentorship
- Bring people together
 - Decision-makers
 - Frequency



What Could You Do With Your Community?



Stay in touch!

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Leticia Colon de Mejias
NAACP

Powering the American Economy by Empowering the American People

Building a Skilled Green Workforce, Supporting Small
Businesses, Improving America's Buildings
supporting Americans during a Pandemic

Residential Energy Efficiency and Jobs: The State of The Covid Economy

Leticia Colon de Mejias

Owner, Energy Efficiencies Solutions

President Green Eco Warriors non-profit

Policy Co-Chair, Building Performance Association

June 24, 2021

Energy Efficiency Jobs in America: Prior to the Pandemic

- **2.3 million** Americans worked in energy efficiency in 2018.
- **Largest and fastest growing jobs sector in the energy industry**, representing ¼ of all U.S. energy jobs. 7.8% growth was projected for 2019.
- **Small businesses**: 79% of companies had fewer than 20 employees.
- **Local jobs** across the country – in virtually every county in the U.S.

BEYOND THE BIG CITIES

317,890

Americans living in rural
areas work in energy
efficiency

308,375

U.S. energy efficiency jobs
are in counties with fewer
than 100,000 residents

1 Million+

energy efficiency jobs are
outside America's top 50
metro areas

COVID-19 Impacts on EE Jobs

- Cumulative **345,000 energy efficiency jobs lost** since pre-COVID (nearly 15% of workforce).
- Job recovery stalled despite lifted restrictions -barriers to getting American's back to work- schools not fully open, Covid PTSD.
- Over 40 states have double digit unemployment in the energy efficiency sector.
- Contractors Nationally reporting difficulty hiring certified trained workers.

Research memos on COVID job impacts available here:

<https://e4thefuture.org/clean-energy-jobs-august-2020-brings-anemic-growth-worrisome-trend/>

Energy Efficiency = Job Creator, Economic Stimulus

- New report: energy efficiency stimulus can jump-start America's economic recovery
- If Congress appropriated \$60.7 billion for the energy efficiency sector, it would:
 - add **\$254.7 billion to U.S. economy**
 - create **737,200 full-time jobs**



EE - Economic Development that Delivers

- Energy Efficiencies Solutions is a WOSB & MBE business, which employs 22 people who were unemployed or underemployed
- We have trained over 120 people for local EE workforce and plan to train more.
- Long term career paths, from entry-level jobs to office jobs, planners, COO, and CEO roles.
- As we grow EE in our nation, we grow EE jobs.
- If your town has buildings with a B then you can develop EE jobs. We have jobs for everyone.



Learn more at www.eesgogreen.com

Knowledge is Power

Problem: You DON'T Know What You DON'T KNOW

Lack of Information = Lack of opportunity

Early and regular exposure to science based education and outreach related to where energy comes from, how energy is connected to ALL things, information on energy grids, and information on energy careers is essential to the introduction to energy careers.

Many groups including minorities, women, veterans, and at-risk populations have been historically underrepresented in energy careers, including energy efficiency careers.

It is difficult for communities who lack access to science based education in grade school to prepare for energy careers without the basic educational foundation.

Solution: Create a Cradle to Career Pathway that engages historically underrepresented populations. Ensure equal access to energy and climate education which is empowers.

Building a Future for our Nation

Diversity Equity and Inclusion - Creating an Inclusive path Forward

Regardless of the types of energy we power our lives, community, homes, buildings, and nation with, we should be inclusive and equitable with our energy plans. This will ensure a diverse workforce and equitable outcomes for all Americans.

This requires intentional focus on providing additional workforce supports in communities that are historically left behind.

Connecting Americans with career paths will lift our nation as we work to address our energy infrastructure, housing, and beneficial electrification.



We Use More Energy Today than Ever in the History of Mankind



**Energy is like Air.
We use it all the
time, but only
think of it when it
is not readily
available.**

**Think Money is
more important
than Air?**

**Hold your breath
while you count
your money, and
see which matters
more... ~ Leticia**

EE Saves Lives and Stabilizes Lives

EE careers are careers that many people don't know about.

Average EE Salaries range from entry level @ 32k annually to 150k annually.

Entry level roles require minimal training and basic certifications.

Staff can leap from \$15 an hour to \$20 an hour in less than one year.

Certifications are accessible and attainable.

The best way to stabilize a family is to provide a career path that affords that family the opportunity to afford a respectable lifestyle.



Beyond a Job - EE is a Career

“Like seeds planted in a garden we may never see, these careers pave the way to equity.”

-- Leticia Colon de Mejias

- **Before I learned of about EE I did not care about EE or understand how EE saved lives, saves money and lifts communities. We have been helping to close gaps literally and figuratively since 2010.**
- **I currently employ 22 people and have helped several other minorities start companies just like my own.**
- **Seeing people lifted out of poverty and their continued success and growth in this field is empowering to the community. When success is shown as attainable, the patterns of generational poverty and minority wealth gaps will be broken.**

Inspiration and Success



Angel - I started working as an entry-level technician at Energy Efficiencies Solutions in 2010.

I am now a certified Lead Building Scientist and Lead Insulation Installer. I make over \$40,000 annually plus commissions. My family purchased our first home and two cars. I have additional work benefits like paid time off, insurance, 401k matching and summer childcare.

- **(Q) Why I started working in EE- (A)** I was unemployed. I wanted to make a difference in the local environment and help lower my son's asthma impacts.
- **(Q) What I like most about my job - (A)** I enjoy working in this industry because I get to make a difference in the environment.
- **"Customers are happy when they notice the difference that the weatherization and insulation has made in their home."**

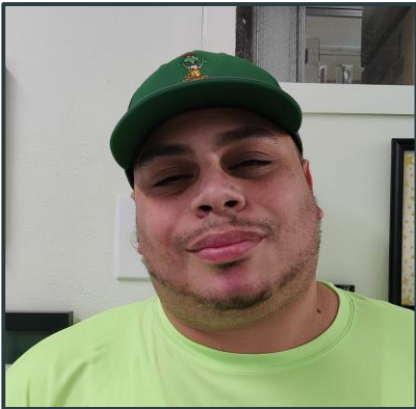
Inspiration and Success continued



Demont- I started working at Energy Efficiencies Solutions in 2012. I was hired as an entry-level technician. After 2 years, I completed BPI training and became a lead tech. I now train others to work in this industry.

- (Q) What I like about my job - (A) I love helping people, finding barriers and removing them to make people's lives better.
- "This job stabilized my family and provided the career option I needed. I plan to retire from here."

Inspiration and Success continued



Marcus - I started working at Energy Efficiencies Solutions as an entry-level technician in 2013. I am a Building Scientist and Lead Technician. Prior to working at EES, I worked for a construction company. That company relocated and I was left unemployed. I make over \$40,000 a year, have retirement support, paid time off, summer childcare, flex time, and other staff benefits which make life better for my family.

- **(Q) What I like about my job - (A)** Being a part of EES has helped me reach out to the community and help families by providing them information about how lowering energy waste can save them money.
- **"I am growing into a better person because of this work and my ability to connect with and help customers. I love my work and my co-workers as well as helping people."**

Inspiration and Success continued



Rebecca - I started working at Energy Efficiencies Solutions in 2011. My husband and I were both unemployed after the market crash of 2009. We were on public assistance for housing and other supports for childcare, energy, and food. Obtaining an EE job helped us buy our own home, get cars, and get our kids into better school systems. **We no longer need any assistance and we have a home of our own. We help our community and train others to reach these same life goals.**

- **(Q) What I like about my job - (A)** Working at EES has helped me to see the impact and difference our company continues to make for low and middle-income families.
- **"I get to help my community to have clean air and safe water; stopping energy waste saves lives and closes the energy affordability gap at the same time. It lowers asthma impacts and our kids have asthma. We care about this work deeply."**

Inspiration and Success continued



Evelyn - I have been employed at EES for one year now. I learned about Energy Efficiency careers when I had a low income energy assessment. During my energy assessment they located mold in my home and let me know that this could be contributing to my children's asthma. After they fixed my home, by sealing and insulating my attic, basement, and walls. energy to build drop significantly by my son's asthma improve significantly allowing me more time to go to work and him more time to go to school after some time I applied for a job in the office and now I help other people access programs that remove barriers lower asthma impacts and lower energy bills for people in the community I live for people in my state.

- **(Q) What I like about my job - I have a stable career path. What I make helped me get off assistance and be a provider for my kids and family. I love helping people like EES helped me.**

Continued Career Growth in EE

In 2010, Jonathan was the first paid employee for Energy Efficiencies Solutions.

- Jonathan now runs his OWN Energy Efficiency company with his wife, Heather.
- Since 2013, Jonathan and Heather have serviced over 10,000 homes in Connecticut.
- This has reduced energy bills and lowered carbon emissions for homes all over the State of Connecticut.



Creating the path to a bright future

- America is a diverse, innovative, and amazing melting pot of people with unlimited ideas and solutions.
- I strongly believe that together we can create a responsible, equitable, inclusive, diverse clean energy future that will sustain and grow our nation while protecting human health and lifting our communities.
- As we rebuild our nation's energy grid to implement the best possible solutions with the least possible harm to our society, it is critical that we invest in expanded energy efficiency for homes and buildings.



Workforce Models in Connecticut



1. Efficiency for All contractor network - employer and industry requirements input gathered.
2. Job funnel - recruiting from at-risk and underrepresented populations
3. Six week class room training.
4. Y.E.S Your Educational Success - Soft skills, Financial literacy, Energy 101, Customer service, PC skills, using Email and Tablets.
5. What is Building Science?
6. Certifications - OSHA 10 , Lead RRP, BPI Analyst and Envelope, Health and Safety.
7. Six week hands on training internship - OJT cash match.

Ensuring Contractor Input is Key to Workforce Success

- Efficiency For All supports 30 Connecticut EE contractors.
- This allowed us to gather information on hiring needs, training needs, and certifications needs, as well as allowing time for in depth discussion on what workers need in new hires.
- How long an internship should be.
- What supports they need to provide hands on training.
- Assurance that we are there to help during OJT transitions.
- Allow continued feedback from contractors - open door policy on ideas and feedback.

Workforce Grants for Small Businesses

- **Blue Collar to Green Collar Jobs Development Act of 2021**
- (H.R. 156, sponsored by Chairman Rush) – Would establish an ***Energy Workforce Grant Program*** to assist businesses seeking to educate and train new hires and existing employees in the energy efficiency and renewable energy industries.
- Small businesses like mine are the backbone of the energy efficiency industry. The energy workforce grant program would allow these small businesses to apply directly to help them hire and train new workers as opposed to going through labor organizations or registered apprenticeship programs that do not exist for the home performance industry and often perpetuate diversity disparities.

Other Policy Opportunities to Expand EE

- **Robust appropriations for important DOE efficiency programs**
 - WAP, State Energy Programs, and the Building Technologies Office
 - **WE NEED an INCREASE on cradle to career pathways which engage DIVERSE communities Equitably in how ENERGY EQUITY work helps health, wealth, sustainability, resilience, and national energy security**
 - Properly funding science and climate education will help increase diversity in our staff opportunities.
 - Learn more about inclusive energy education at www.greenecowarriors.org

Cradle to Career Pathway to Equity

Creating a Culture of Sustainable Thinkers™ - Sustainability Beyond Environmentalism.

As the energy efficiency industry and clean energy industry scales up, the qualified workforce gap continues to widen. Historically underrepresented groups continue to be behind in this area.

You Don't Know What you Don't know.

People can not prepare for careers that they are not aware of.

We need to Educate ALL Communities on sustainable energy plans, air and water protection, and EJ issues as well as proposed solutions to resolving the issues at hand. Teach youth and families how to protect natural resources such as water, air, land, people, and the planet.

STEAM: Science, Technology, ARTS, and Math ~Beyond the basics

Hands-on Applied Science and Technology, ARTS as in (Awakening & Realizing Talent of the Soul) and Applied Math that is engaging . Learn more at <https://www.gewportal.org/>

HOPE for HOMES

Bipartisan and bicameral (H.R. 3456/S.1762). Passed the House in the 116th Congress in *H.R.2 INVEST in American Act* and *H.R. 4447 the House Energy package* and is currently included in both the House LIFT Act and Clean Futures Act in this 117th Congress.

HOPE for HOMES is also supported in President Biden's recent budget request.

- **Home Online Performance-Based Energy-Efficiency (HOPE) Training - \$500 Million**

- Immediate support for small businesses; equitable access to training
- Grants for provider organizations to develop online training curriculums
- Provide up to \$10,000 to contracting companies to cover training costs for rehired/retained employees

- \$1,000 stipend for contractors who complete HOPE Training

- **HOMES Rebate Program - \$8.4 Billion (over 6 years)**

- Rebates to homeowners and owners of multifamily properties who invest in energy efficiency upgrades (up to \$2,000-4,000/unit based on energy savings)

- Rebates provided for prescriptive approaches as well as deeper retrofits for modeled or measured energy savings.
- Moderate Income families see rebates doubled.

Energy Efficiency is Conservative

- Efficiency is the least expensive most effective way to draw down energy waste, demands, pollution, and energy burdens.
- EE also provides real career paths.
- Using less of any resource is more effective and efficient, as well as conservative and a responsible path forward.



Thank you!

Leticia Colon de Mejias

Owner, Energy Efficiencies Solutions

Policy Co-Chair, Building Performance Association

icolonees@gmail.com



STEM RISING

U.S. DEPARTMENT OF ENERGY
[ENERGY.GOV/STEMRISING](https://www.energy.gov/stemrising)

Explore the Residential Program Solution Center

Resources to help improve your program and reach energy efficiency targets:

- [Handbooks](#) - explain *why* and *how* to implement specific stages of a program.
- [Quick Answers](#) - provide answers and resources for common questions.
- [Proven Practices](#) posts - include lessons learned, examples, and helpful tips from successful programs.
- [Technology Solutions](#) **NEW!** - present resources on advanced technologies, **HVAC & Heat Pump Water Heaters**, including installation guidance, marketing strategies, & potential savings.



<https://rpssc.energy.gov>

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Please send any follow-up questions
or future call topic ideas to:
bbresidentialnetwork@ee.doe.gov